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The Influence of Service Quality and Facilities on Satisfaction is Mediated by Trust at the Port of Indonesia (Persero) Benoa Branch

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Abstract: This is to find out and analyze the influence of service quality and facilities on satisfaction mediated by trust at the Benoa Branch of the Indonesian Port (Persero). Research methods This research approach uses a quantitative approach which uses numbers and statistics in collecting and analyzing measurable data. The number of samples for this research was 68 passengers at Benoa Harbor. This research is quantitative research that uses a questionnaire as a data collection tool. This research uses Partial Least Squares – Structural Equation Modeling (PLS-SEM). Several conclusions were obtained in this research, namely that Service Quality has a significant positive effect on Benoa Port Passenger Trust. Facilities have a significant positive effect on Benoa Port Passenger Trust. Service Quality has a significant positive effect on Benoa Port Passenger Satisfaction. Facilities have no significant positive effect on Benoa Port Passenger Trust. Trust has a significant positive effect on Benoa Port Passenger Satisfaction. Service Quality has a significant positive effect on Satisfaction through Benoa Port Passenger Trust. Facilities have a significant positive effect on satisfaction through Benoa Port Passenger Trust

Keyword: Quality Of Service, Facilities, Satisfaction And Trust

INTRODUCTION

Transportation development aims to connect regions and encourage equitable development. Sea transportation plays an important role in the smooth running of trade because it has high economic value, including large carrying capacity, and relatively low costs. (Purwono et al., 2023). Based on data from the Central Statistics Agency (2023), during January–December 2023, the number of domestic sea transportation passengers reached 19.9 million people, an increase of 11.69 percent compared to the same period in 2022. Apart from that, from the goods transportation side, loading and unloading processes were recorded. exports amounted to 1,334,966 tons, while imports amounted to 1,937,367 tons.

To support trade and the loading and unloading process of cargo or people, ports were created as nodal points for the movement of goods where ships can dock, dock, load and unload goods and forward them to other areas (Mega, 2019). Indonesia already has many ports, where according to data from the Ministry of Transportation (2024), there are 1,407 ports in Indonesia with different categories. One of the ports in Indonesia is Benoa Harbor which is located in Denpasar City, Bali. Benoa Harbor is the entrance to the southern Bali area, especially Denpasar City, by sea. This port is listed as a class 1 port with port status as an international port. This port is managed by PT. Indonesian Harbor (Pelindo). Benoa port's status as an international port can be proven by the 52 cruise ships scheduled to arrive in 2024, such as the Norwegian Jewel, Celebrity Millennium and Oceania Regatta cruise ships. This number has increased compared to the realization in 2023 of 48 cruise ships (Wiguna, 2024).

Based on Pelindo Regional III data, as many as 2,081 foreign tourists disembarked from the 294 meter long cruise ship and around 2,300 foreign tourists boarded through Benoa Harbor (Wiguna, 2024). Data from the Central Statistics Agency (2023) shows that every year there is an increase in the number of passengers arriving and departing from Benoa Harbor. Passengers arriving at Benoa Harbor in 2023 will reach 64,093 passengers, an increase of 35%. Meanwhile, passengers departing from Benoa Harbor in 2023 will be 47,563, an increase of 39.9%.

To accommodate the increasing number of passengers at Benoa Port, Pelindo as the port manager needs to improve port infrastructure. In general, the Benoa cruise ship passenger terminal is actually still well maintained and in good condition. However, in its development as a "home port" port, this terminal still does not meet international port standards (Yunarko, 2019). With the less than optimal management of Benoa Port, Pelindo needs to pay attention to customer satisfaction. Consumer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service. Satisfaction is the level of a person's feelings after comparing their perceived (performance or results) compared to their expectations (Supardi et al., 2022). A consumer, if he is satisfied with the value provided by a product or service, is very likely to become a customer for a long time. Consumer satisfaction is a person's feeling of happiness or disappointment as a result of a comparison between the perceived achievement or service and what they expected (Nu'man et al., 2022).

Consumer satisfaction is one indicator of the success of a business ((Sukesi & Khu, 2020). Satisfaction can be influenced by several factors such as Service Quality, Facilities and Trust. Service Quality is a mismatch between consumer expectations and consumer perceptions (Zeithaml, 2015). According to Abdullah and Tantri (2019) service quality is the overall characteristics and characteristics of a good or service that influence its ability to satisfy stated or implied needs. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory. The service received exceeds customer expectations, then the service quality is perceived as ideal quality. Conversely, if the service received is lower than expected, then the service quality is perceived as poor.

Based on the results of an interview with one of the Benoa Port passengers, it was stated that the quality of port services was still lacking. This is because the boarding process takes a long time, port officers are limited and less responsive in resolving passenger problems and there are minimum orders and a complicated order system. The following are the results of the interview regarding the Service Quality of Benoa Port, namely:

"This port staff is very limited and less responsive in serving passengers. "Many passengers are confused about the ship boarding process."

Apart from the influence of Service Quality, Facility factors can also influence Passenger Loyalty. Facilities are the facilities and infrastructure used to support loading and unloading

activities at the port (Handari et al., 2023). According to Government Regulation no. 31 of 2021, Port Facilities are locations that include anchor areas, docks, or places for operational activities of ships and ports that have received operational permits from the government. Some examples of port facilities are docks, warehouses, parking areas, waiting areas, cranes and loading and unloading equipment such as forklifts.

From the results of an interview with one of the Benoa Port passengers, it was stated that Benoa Port facilities were still lacking. This is because the Benoa Harbor Waiting Room facilities are still minimal where the Arrival and Departure Halls are still in the same building. Apart from that, this port also does not have tourism accommodation facilities or public transportation. The following are the results of the interview regarding the Service Quality of Benoa Port, namely:

"Port facilities are still lacking, sir, especially the passenger waiting room is very limited. Many passengers were sitting on the road and floor. Apart from that, there is no public transportation, we have to order online motorbike taxis or base taxis to go to Denpasar City."

Apart from being influenced by the quality of service and facilities, satisfaction can also be influenced by the trust factor. Trust is a person's willingness to entrust a company or brand to carry out or carry out a function (Kotler, 2020). The function referred to in this case is belief regarding the usefulness, benefits, attitudes of a product or service from a brand or company when used by consumers.

Based on the background of the problem above, it can be seen that Benoa Harbor is one of the important ports in accommodating domestic ships and cruise ships coming to Bali. So to meet passenger needs, PT. Pelindo needs to pay attention to the factors that influence Customer Satisfaction. This research aims to prove the influence of Service Quality and Facilities on Satisfaction through Trust. Based on the description above, the author is interested in conducting research with the title "The Influence of Service Quality and Facilities on Satisfaction Mediated by Trust at the Port of Indonesia (Persero) Benoa Branch."

METHOD

The research approach is a quantitative approach which uses numbers and statistics in collecting and analyzing measurable data. The research population is passengers at Benoa Harbor. To determine the sample to be taken from the population, a sampling technique is required, namely using the Lemeshow formula to obtain a sample of 68 passengers at Benoa Harbor. This research is quantitative research that uses a questionnaire as a data collection tool. This research questionnaire was distributed online (created in Google Form) and then the link was distributed to respondents. This research uses Partial Least Squares – Structural Equation Modeling (PLS-SEM).

RESULTS AND DISCUSSION

Structural Model Analysis

Model analysis using Partial Least Square (PLS) using the Smart PLS program is explained as follows:

Outer Model

Outer Model often also called (outer relation or measurement model) specifies the relationship between the variables studied and the indicators.

1) Convergent Validity

The measurement model test via loading factors was carried out to determine the validity of the indicators by looking at the convergent validity values of the indicators in the model.

The results of the research show that all measurements on each variable are declared valid

as a means of measuring this construct, overall the indicator items have an Original Sample value of > 0.5 .

2) Discriminant Validity

The research results show that all of the forming constructs are stated to have good discriminants. Where the correlation value of the indicator with the construct must be greater than the correlation value between the indicator and other constructs. Apart from Cross Loading, Discriminant Validity measurements can also be carried out using the Average Variance Extracted test. The AVE value for all variables has an AVE value greater than 0.5, so it means that all the indicators in each construct have converged with other items in one measurement.

3) Composite Reliability

The research results show that the entire construct meets the composite reliability criteria because it has a composite reliability value above 0.60 so that all variables have adequate internal consistency in measuring latent variables/constructs.

4) Cronbach Alpha

The research results show that all variables have high reliability because they have a Cronbach Alpha value above 0.6 so they can be used in research.

InnerModel

Structural model (inner model) describes the causal relationship between latent variables that have been built based on the substance of the theory. On test *structural model (inner model)* using procedural assistance *Bootstrapping* on SMART PLS. The following is the Structural Model of the Bootstrapping process, namely:

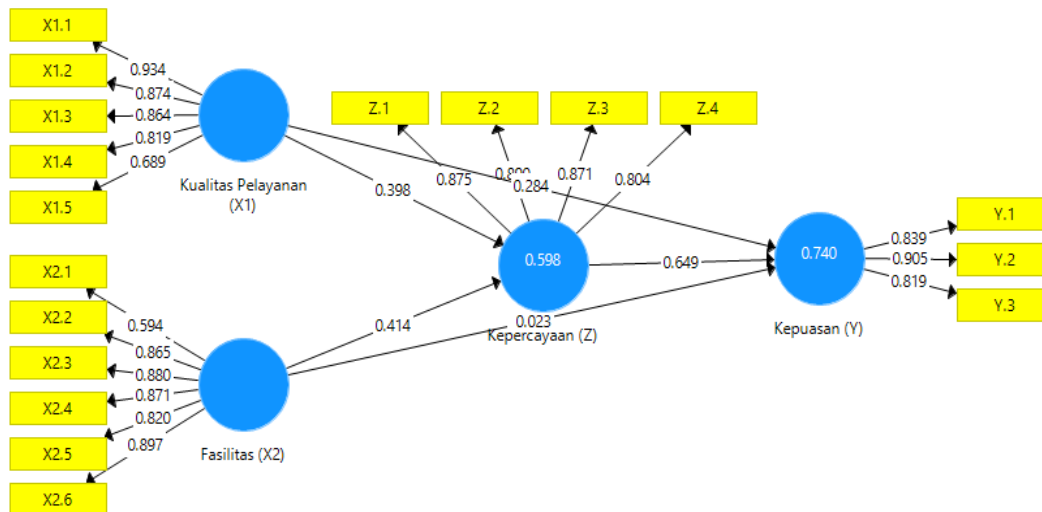


Figure 2 Partial Least Squares Structural Model

Based on the picture above, it is known that Trust is influenced by the Quality of Services and Facilities. Meanwhile, satisfaction is influenced by service quality, facilities and trust as shown in the following equation:

$$Z = 0.398 X1 + 0.414 X2$$

$$Y = 0.284 X1 + 0.023 X2 + 0.649 Z$$

In assessing the model with PLS, start by looking at the R-square for each dependent latent variable. Changes in the R-square value can be used to assess the influence of certain independent latent variables on whether the dependent latent variable has a substantive influence. For endogenous latent variables in the structural model which has an R² of 0.67 indicating that the model is "good", an R² of 0.33 indicates that the model is "moderate", an R² of 0.19 indicates that the model is "weak" (Ghozali, 2012) .

Table 4.13 R-Square Value

	R Square
Trust (Z)	0.598
Satisfaction (Y)	0.740

For the independent variables Service Quality and Facilities which influence the Trust variable, the R² value is 0.598, which indicates that the model is "Moderate". Meanwhile, the Service Quality, Facilities and Trust variables which influence the Satisfaction variable have an R² value of 0.740 which also indicates that the model is "Good". The suitability of the structural model can be seen from Q², as follows:

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R_1) * (1 - R_2)] \\
 &= 1 - [(1 - 0.598) * (1 - 0.740)] \\
 &= 1 - [(0.402) * (0.260)] \\
 &= 0.896
 \end{aligned}$$

Hypothesis test

To answer the hypothesis in this research, hypothesis testing was carried out, the results of which can be seen in Table 4.14 below:

Table 4.14 Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	T Statistics (O/STDEV)	P Values
Service Quality (X1) -> Trust (Z)	0.398	0.401	2,789	0.005
Facilities (X2) -> Trust (Z)	0.414	0.422	2,922	0.004
Service Quality (X1) -> Satisfaction (Y)	0.284	0.288	2,152	0.032
Facilities (X2) -> Satisfaction (Y)	0.023	0.019	0.211	0.833
Trust (Z) -> Satisfaction (Y)	0.649	0.642	5,598	0,000
Service Quality (X1) -> Trust (Z) -> Satisfaction (Y)	0.259	0.256	2,535	0.012
Facilities (X2) -> Trust (Z) -> Satisfaction (Y)	0.269	0.271	2,526	0.012

Source: Appendix 4

The results of hypothesis testing shown in table 4.14 above show that:

- Service Quality has a significant influence on Trust, because the statistical T value is 2,789, which means it is greater than 1.96.
- Facilities have a significant influence on Trust, because the statistical T value is 2,922 which means it is greater than 1.96

- c. Service Quality has a significant influence on Satisfaction, because the statistical T value is 2,152 which means it is greater than 1.96
- d. Facilities do not have a significant influence on satisfaction, because the statistical T value is 0.211, which means it is smaller than 1.96.
- e. Trust has a significant influence on satisfaction, because the statistical T value is 5,598, which means it is greater than 1.96.
- f. Service Quality has a significant influence on Satisfaction through Trust, because the statistical T value is 2.535, which means it is greater than 1.96.
- g. Facilities have a significant influence on satisfaction through trust, because the statistical T value is 2.526, which means it is greater than 1.96.

CONCLUSION

Based on the results of data analysis and discussions that have been carried out, several conclusions were obtained in this research, namely: 1) Service Quality has a significant positive effect on Benoa Port Passenger Trust. 2) Facilities have a significant positive effect on Benoa Port Passenger Trust. 3) Service Quality has a significant positive effect on Benoa Port Passenger Satisfaction. 4) Facilities have no significant positive effect on Benoa Port Passenger Trust. 5) Trust has a significant positive effect on Benoa Port Passenger Satisfaction. 6) Service Quality has a significant positive effect on Satisfaction through Benoa Port Passenger Trust. 7) Facilities have a significant positive effect on satisfaction through Benoa Port Passenger Trust.

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